

Dariana Andrei

SENIOR GAME UI/UX DESIGNER

darianaandrei@outlook.com | +40 787 800 293 | darianaandrei.com | linkedin.com/in/dariana-andrei

Game **UI/UX Designer** with **6 years** of experience across **games and AR/VR**.

Leads UI work from player flows and visual direction to design systems and Unity implementation.

GAME UI/UX & TECHNICAL ART EXPERIENCE

Voodoo | UI/UX Game Designer

Oct 2025 - Present

This is Blast! / Snacky Dash / Marble Sort | Paris, France - Remote

- **Led UI/UX design** across Marble Sort, This is Blast! & Snacky Dash, partnering with the Art Director, product managers, game designers and developers from concept through in-game implementation.
- **Owned end-to-end UI/UX** for the core meta features, from concept and system design to final in-game art implementation and polish.
- **Designed** and integrated **live-ops interfaces** and progression-related surfaces (event rewards, milestones, currencies, loaders, counters), with a strong focus on clarity, player motivation, and retention.
- **Benchmark** and analyze **top-performing competitors** to inform UX decisions and raise quality bar.
- **Implemented** and polished **UI in Unity**, translating layouts, assets and component states into cohesive in-game screens.

Brightshade Games | UI/UX Game Designer

Sep 2024 - Oct 2025

Typhon | Toronto, Canada - Remote

- **Led** the Typhon **interface redesign**, translating player feedback into wireframes and **interactive prototypes** to refine interaction models and visual hierarchy.
- **Implemented UI animations and transitions** in Unity; partnered with developers and product owners through design sprints and iterative testing.

MoonActive | UI Technical Artist

Mar 2024 - Sep 2024

Zeni Island - Block Party | Tel Aviv District, Israel - Remote

- **Built** and integrated high-fidelity **UI in Unity** for Zeni Island - Block Party, balancing 2D/3D presentation with rendering performance.
- **Worked** with game designers and developers to align gameplay indicators, scoreboards and UI behavior with pacing and difficulty progression.

ASSIST Software | UI Technical Artist

Jan 2023 - Jan 2025

Elly and the Ruby Atlas | Romania - Remote

- **Improved** user retention by **25%** through targeted interaction and gameplay-flow improvements.
- **Improved** mobile performance by **15%** through optimization for responsive UI and consistent frame rates across device types.
- **Contributed** UI/UX and technical art to Elly and the Ruby Atlas, which achieved **55K+ downloads** and a **4.8/5 App Store rating**.

SKILLS & TOOLS

UI/UX: UI visual direction, interaction design, design systems, wireframing, prototyping, usability testing and competitive analysis.

Technical art: Unity UI implementation, UI animation, asset integration, shaders, materials, VFX and rendering optimization.

Tools: Figma, Unity, Unreal Engine, Blender, Adobe Photoshop, Illustrator and After Effects.

AR/VR & ADVISORY EXPERIENCE

Tokugo AI | Adviser, Product Experience (AR/VR)

Jan 2026 - Mar 2026

Playable Spatial Commerce OS | London, UK - Remote

- **Advised** the founding team and board on **AR product-experience strategy**, reviewing concepts and prototypes to inform short-, mid- and long-term product direction.
- **Helped** define scalable **spatial interaction patterns**, usability principles and consistency standards across 2D-to- AR flows, features, devices and platforms.

NVIDIA | UI/UX Designer (AR/VR)

Sep 2023 - Nov 2023

Bucharest, Romania - Hybrid

- **Designed** and presented **real-time 3D** metaverse architecture concepts, supported by storyboards, user flows and **clickable VR prototypes**; optimized 3D assets for smooth transitions and consistent frame rates.

Forbes Magazine | UI/UX Designer (AR/VR)

Sep 2022 - Dec 2022

Forbes Romania | Romania - Remote

- **Designed** an **AR application** for Forbes Romania, extending editorial content with interactive 3D elements, branded UI and motion graphics.
- **Built Unity prototypes** and refined navigation and interaction through **usability testing** with editors and readers.

Centric IT Solutions | UI/UX Designer (AR/VR)

Jun 2021 - Jan 2023

Romania - Remote

- **Owned end-to-end AR/VR UX**, from user research and personas to wireframes, **high-fidelity prototypes** and 3D asset integration in Unity.
- **Validated** interaction models through on-site testing, surveys and remote usability studies; optimized memory use and rendering for stable **cross-device experiences**.

EDUCATION

Master's Degree, Architecture and Town Planning

2023 - 2025

Gheorghe Asachi Technical University of Iași

Bachelor's Degree, Architecture

2019 - 2023

Gheorghe Asachi Technical University of Iași

Architecture - Study Abroad Scholarship

2022 - 2023

Aristotle University of Thessaloniki, Greece

SELECTED AWARDS & RECOGNITION

1st Prize, Next Top Metaverse Build, House Category - Renovi | Mar 2023

1st Prize, My City in Metaverse - NVIDIA x F64 | Nov 2022

Selected Exhibitor, Metaverse Architecture Biennale | Sep 2023

SELECTED TRAINING & CERTIFICATIONS

UX/UI Design Course - Kreativstorm; Foundations of User Experience (UX) Design - Google.

Gamification - How to Create Engaging User Experiences; The Ultimate Guide to Visual Perception and Design - IxDF.

Spark AR Certification - Meta.